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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
Academic Session 2004/2005

March 2005

**YKT 212 – Communication and Culture**  
***[Komunikasi dan Budaya]***

Duration: 3 hours  
*[Masa: 3 jam]*

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Please check that this examination paper consists of **THREE** pages of printed materials before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **TIGA** muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]*

Answer **QUESTION 1** and **TWO (2)** other questions.  
*[Jawab **SOALAN 1** dan **DUA (2)** soalan lain.]*

Each question carries 100 marks.  
*[Sumbangan markah tiap-tiap soalan ialah 100 markah.]*

...2/-

1. Give, with examples, definitions to four of the following concepts:

*[Takrifkan, berserta contoh, definisi empat daripada konsep berikut:]*

- a. Cultural imperialism *[Imperialisme budaya]*
- b. Mass society *[Masyarakat massa]*
- c. Counterculture *[Budaya melawan]*
- d. Modernisation theory *[Teori modernisasi]*
- e. Subculture *[Budaya kecil]*

2. The Frankfurt School had a pessimistic view of mass society. Compare their view with that of the democratic-pluralists.

*[Golongan Frankfurt School berasa pesimis tentang masyarakat massa. Bandingkan pendapat ini dengan pandangan golongan demokrat-pluralis.]*

3. Hegemony is a concept that was popularised by the Italian thinker, Antonio Gramsci. Discuss this concept with local examples.

*[Hegemoni ialah satu konsep yang dimajukan pemikir berbangsa Itali, Antonio Gramsci. Bincangkan konsep ini dengan memberi contoh-contoh tempatan.]*

4. Sinclair (1987) questioned the claim that the success of international advertising and brand is because of one genuine domination that marginalizes local culture, identity and values. Discuss with relevant examples.

*[Sinclair (1987) mempersoalkan dakwaan bahawa kejayaan pengiklanan dan jenama antarabangsa adalah kerana suatu dominasi tulen yang meminggirkan budaya, identiti dan nilai tempatan. Bincang dengan contoh-contoh yang relevan.]*

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5. Television news in Malaysia has the inclination to portray 'reality' that favours a particular group in society. Discuss.

*[Berita televisyen di Malaysia berkecenderungan untuk memaparkan 'realiti' yang memihak kepada sesuatu golongan tertentu dalam masyarakat. Bincangkan.]*

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